

WHAT IS CLAIMED:

- 1 1. A display system comprising:
2 an electronic display;
3 an information handling system coupled to the electronic display and operable
4 for controlling what is displayed on the electronic display;
5 a digital television broadcast network coupled to the information handling
6 system; and
7 a computer remotely located relative to the information handling system and
8 coupled to the information handling system via the digital television broadcast
9 network, the computer operable for receiving input for sending information over the
10 digital television broadcast network to the information handling system for display on
11 the electronic display.
- 1 2. The display system as recited in claim 1, wherein the electronic billboard is
2 located so that it can be viewed by a plurality of people.
- 1 3. The display system as recited in claim 2, wherein the electronic display is an
2 outdoor billboard.

1 4. The display system as recited in claim 2, wherein the electronic display is an
2 indoor billboard.

1 5. The display system as recited in claim 1, wherein the digital television
2 broadcast network includes a digital television broadcast transmitter for transmitting a
3 digital television signal in a wireless manner, wherein a portion of spectrum of the
4 digital television signal is carrying the information, and wherein the digital television
5 broadcast network further includes a receiver antenna coupled to the information
6 handling system for receiving the digital television signal, wherein the information
7 handling system decodes the digital television signal to extract the information
8 therefrom for display on the electronic display.

1 6. The display system as recited in claim 5, wherein the digital television
2 broadcast transmitter includes a transmitting antenna coupled to a broadcast
3 multiplexor that combines a signal carrying the information with the digital television
4 signal.

1 7. The display system as recited in claim 1, further comprising:
2 a second electronic display;
3 a second information handling system coupled to the second electronic display
4 and operable for controlling what is displayed on the second electronic display,

5 wherein the digital television broadcast network is also coupled to the second
6 information handling system so that the computer can upload information to be
7 displayed to either or both of the electronic displays.

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1 8. A method for displaying information on an electronic billboard, comprising
2 the steps of:

3 creating the information;
4 uploading the information to a first information handling system from a
5 second information handling system over a digital television broadcast network; and
6 controlling a display of the information on the electronic billboard by the
7 second information handling system.

1 9. The method as recited in claim 8, wherein the digital television broadcast
2 network includes a digital television broadcast transmitter for transmitting a digital
3 television signal in a wireless manner, wherein a portion of spectrum of the digital
4 television signal is carrying the information, and wherein the digital television
5 broadcast network further includes a receiver antenna coupled to the information
6 handling system for receiving the digital television signal, wherein the information
7 handling system decodes the digital television signal to extract the information
8 therefrom for display on the electronic display.

1 10. The method as recited in claim 9, wherein the digital television broadcast
2 transmitter includes a transmitting antenna coupled to a broadcast multiplexor that
3 combines a signal carrying the information with the digital television signal.

1 11. The method as recited in claim 10, wherein the electronic billboard is mounted
2 for outdoor display of the information.

1 12. The method as recited in claim 10, wherein the electronic billboard is mounted
2 for indoor display of the information.

1 13. The method as recited in claim 8, further comprising the step of mounting the
2 electronic display for public viewing of the information to be displayed.

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1 14. A method for displaying information on an electronic billboard, comprising
2 the steps of:
3 providing a first electronic billboard at a first location;
4 coupling a first information handling system to the first electronic billboard so
5 that the first information handling system can control information to be displayed on
6 the first electronic billboard;
7 providing a second electronic billboard at a second location;
8 coupling a second information handling system to the second electronic
9 billboard so that the second information handling system can control information to
10 be displayed on the second electronic billboard;
11 coupling the first and second information handling systems to a third
12 information handling system over a digital television broadcast network;
13 selecting, via the third information handling system, which of the first and
14 second electronic billboards will display the information;
15 uploading the information from the third information handling system over the
16 Internet to the information handling system controlling the selected electronic
17 billboard; and
18 displaying the information on the selected electronic billboard.

1 15. The method as recited in claim 14, further comprising the steps of:
2 selecting, via the third information handling system, a time period for
3 displaying the information on the selected electronic billboard; and
4 displaying the information on the selected electronic billboard during the
5 selected time period.

1 16. The method as recited in claim 14, wherein the selected electronic billboard is
2 selected from a list of available electronic billboards which includes the first and
3 second electronic billboards.

1 17. The method as recited in claim 16, wherein the list includes a map of the first
2 and second locations.

1 18. The method as recited in claim 16, further comprising the step of:
2 charging an amount of money for the display of the information on the
3 selected electronic billboard.

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- 1 19. A system for displaying information on an electronic billboard, comprising:
2 means for providing a first electronic billboard at a first location;
3 means for coupling a first information handling system to the first electronic
4 billboard so that the first information handling system can control information to be
5 displayed on the first electronic billboard;
6 means for providing a second electronic billboard at a second location;
7 means for coupling a second information handling system to the second
8 electronic billboard so that the second information handling system can control
9 information to be displayed on the second electronic billboard;
10 means for coupling the first and second information handling systems to a
11 third information handling system over a digital television broadcast network;
12 means for selecting, via the third information handling system, which of the
13 first and second electronic billboards will display the information;
14 means for uploading the information from the third information handling
15 system over the Internet to the information handling system controlling the selected
16 electronic billboard; and
17 means for displaying the information on the selected electronic billboard.

1 20. The system as recited in claim 19, further comprising:
2 means for selecting, via the third information handling system, a time period
3 for displaying the information on the selected electronic billboard; and
4 means for displaying the information on the selected electronic billboard
5 during the selected time period.

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